09/484,861   PATENT APPLICATION

PROPOSED AMENDMENTS TO THE CLAIMS

1   1.   (Currently amended) A computer-implemented method of automatically generating

2   intender leads, said method comprising the steps of:

3   a)   determining appropriate purchase indicators that are leading indicators for

4   desired near future purchases and defining in a sources configuration file one

5   or more web page sources that contain said purchase indicators;

6   b)   locating and searching, based on step a), said one or more web page sources to

7   search on the Internet via an automated spider tailored to access said one or

8   more web page sources; wherein

9   said spider is located on a server computer connected to the Internet

10   and wherein

11   said spider is capable of translating semi-structured information into a

12   structured format;

13   c)   obtaining said purchase indicators from said one or more web page sources by

14   downloading each of said one or more web page sources onto said

15   server computer and into a specified directory,

16   identifying and normalizing said purchase indicators according to a

17   normalizer configuration file, and

18   loading normalized high confidence purchase indicators into a database

19   table via an automated spider tailored to access said one or more sources;

20   d)   extracting prospect identifiers from said purchase indicators obtained in step

21   c), wherein said prospect identifiers identify prospects;

22   e)   obtaining full contact information of each of said prospects;

23   f)   extracting auxiliary data from said purchase indicators via said automated

24   spider;

25   g)   obtaining data enhancement information including behavioral data,

26   demographic data, and psychographic data;